[Universal Pictures + Advertising](http://snapchatcasestudies.tumblr.com/post/101082110856/universal-pictures-advertising)

“Universal Pictures became the first company to distribute an advertisement on Snapchat, using the social-media app to promote “Ouija” over the weekend. A 20-second trailer for the upcoming horror film based on Hasbro Studio’s boardgame appeared in the “Recent Updates” section of users’ accounts on the app, with a sponsored icon. The ad disappears after it’s viewed or within 24 hours. It’s unclear how much Universal paid for the plug.”

If rumours are to be believed, then Universal paid upwards of $50k. There are two things that are interesting about this:

1. User reaction:

“As with any update, users choose whether to view the video or photos, but many of those who did took to Twitter to talk about the video — some approving what they saw, while others were irritated by the promo that suddenly appeared on their accounts.”

Users took to \*Twitter\*. Once again proving the point that millennials (or ‘all of us’) are happy to switch platforms and will easily chat about brand’s X campaign on Y platform.

I would like to see some actual numbers on the sentiment analysis re the campaign (but I doubt that’ll ever happen). Some liked it, some didn’t. Sounds like all advertising. Right?

2. Positioning.

“Snapchat, however, has said sponsored ads were coming to its 100 million users. “We need to make money,” Snapchat put it simply in a company blog post. “Advertising allows us to support our service while delivering neat content to Snapchatters. It’s going to feel a little weird at first, but we’re taking the plunge.” With “Ouija,” it wanted “to see if we can deliver an experience that’s fun and informative, the way ads used to be, before they got creepy and targeted,” it said.”

ADVERTISING IS CREEPY AND TARGETED - said Snapchat, as it sold its first campaign to the young and trendy audience that uses its service.

Amazing.

http://snapchatcasestudies.tumblr.com/